

200 ROUTED OUT IN NIGHT CLOTHES AT BROOKLYN FIRE

More than two hundred persons were driven to the streets early to-day by a spectacular fire in the yards of the Square Lumber Company, Nos. 270-273 Jewell street, Brooklyn. Seven members of Engine Company No. 157 had narrow escape from being buried under a falling pile of lumber, and three horses were burned to death.

The fire started in a stable at No. 273 Jewell street and spread so rapidly that alarms were sounded, bringing Chief Lally.

The smoke filled the neighborhood and sparks from the lumber endangered a row of three-story frame tenements from No. 425 to 433 Sackman street in the rear, and tenements in Sutter avenue.

Dr. Rifkin lives in No. 427 Sackman street and in a small garage in the rear kept his auto and a barrel of gasoline. The structure caught fire and the auto and gasoline were hauled out just in time.

Capt. Franks and the reserves of the Miller avenue station decided to take no chances when they saw how the flames were spreading and ordered to

the streets all the families in the adjacent tenements. Few of them had time to dress.

The three horses burned to death were in the lumber company stable. Another stable in Sackman street was destroyed.

Capt. Harlein and seven members of

Engine No. 157 were working on a pile of lumber twenty feet high when it fell. They were warned, and abandoning their lines got away just in time.

The fire did not extend beyond the lumber yard, except to scorch some of the nearby fences. The total loss is estimated at \$50,000.

FOUNDED 1856 BROKAW BROTHERS MEN'S & BOYS' CLOTHING, HATS & FURNISHINGS

Chinchillas and rough surfaced fabrics are having the call for Men's Winter Overcoats—We anticipated the trend and provided liberally.

Chinchillas in various degrees of roughness in black, navy blue, light blue, oxford, brown, olive and fancy mixtures.

Fuzzy Shetland, Irish frieze, Elysians and Montagnac.

Winter Overcoats.....\$18 to \$75

Motoring clothes for owner and chauffeur.

Astor Place & Fourth Avenue
SUBWAY AT THE DOOR—ONE BLOCK FROM BROADWAY

BUILDING TO LEASE

ROSENBAUM & Co. 10 & 12 WEST 23RD STREET

GOING OUT OF BUSINESS

Necessitates
Immediate

CLOSING OUT

The Entire Stock of

WOMEN'S APPAREL

DRESSES, GOWNS & PARTY FROCKS

\$19 and \$15 Messaline and Corduroy Dresses..... } 3.95
\$20 and \$25 Lingerie Dresses..... }
\$25 and \$35 Linen Dresses..... }

\$18.50 Chiffon over Silk Evening Dresses, 7.95

\$20 Velvet Dresses..... } 9.75
\$22.50 Charmeuse Dresses..... }
\$35 to \$75 Lingerie Dresses..... } 15.00
\$50 Charmeuse Dresses..... } 24.50
\$45 Velvet & Crepe de Chine Dresses..... } 22.50

\$25 Eponge Dresses..... } 12.50
\$30 Velvet Dresses..... } 37.50
\$75 Evening Dresses..... } 50.00
\$100 Costumes..... } 75.00
\$150 Decollete Gowns..... }

FIVE THOUSAND WINTER COATS

100 Satin Lined Coats, Imported Fabrics, }
with Plush Scarfs (Value \$25.00)..... } \$12.50

\$20 Chinchilla Coats velvet trim's 8.75
\$25 to \$40 Fancy Satin Wraps..... 10.00
\$40 Velvet Corduroy Coats..... 20.00
\$30 Chinchilla Coats (satin lined)..... 16.50

\$29.50 Broadcloth Coats..... 16.50
\$35 Zibeline Coats..... 22.50
\$55 Fur Trimmed Coats..... 29.50
\$45 Silver Fox Plush Coats..... 29.50

WOMEN'S & MISSES' TAILORED SUITS

\$25 & \$30 Custom Tailored Suits..... 7.50

\$30 & \$35 Custom Tailored Suits..... 12.50
\$35 & \$40 Trimmed Tailored Suits..... 15.00
\$40 Fancy Trimmed Tailored Suits..... 20.00

\$50 Fancy Trimmed Tailored Suits..... 29.50
\$65 Tailored Suits (import models)..... 35.00
\$85 Velvet Suits (fur trimmed)..... 45.00

WAISTS & BLOUSES (Closing Prices)

\$2.00 and \$2.50 Waists—odds and ends. To close..... 1.00
Chiffon Waists over lace, Messaline Waists, and Voile Waists, real lace trimmed, value \$3.00..... 2.00

Chiffon, Messaline, Voile and Lace Waists; value \$6.00..... 2.95
Waists of Brocade, Crepe de Chine, Charmeuse, Chiffon; value up to \$12.00..... 4.95

FUR COATS & FUR SETS

\$30 Natural Raccoon Sets..... } 14.50
\$35 Belgian Lynx Sets (European Dyed) }
\$30 White Fox Sets (Iceland)..... }

Coney Coats, 3/4 Length, black or brown, 12.50

\$55 Russian Pony Coats (Full Length), 27.50

Hudson-Dyed Seal Coats (Full Length)..... 49.50, 57.50
Russian Pony Coats, Raccoon or Civet Trimmed..... 49.50, 57.50
Persian Lamb Coats (Full Length)..... 137.00, 175.00, 225.00
Caracul Coats, (Solid Skins) Full Length..... 49.50, 57.50
\$200 Mole Coney Coats..... 100.00
\$50 Alaska Sable Sets (Skunk)..... 25.00
\$50 Pointed Fox Sets (Sitka)..... 25.00
\$50 French Mole Sets..... 22.50
\$40 Black or Red Fox Sets..... 18.50
\$45 Hudson Dyed Seal Sets..... 22.50
Civet Cat Sets..... 27.50, 35.00
Eastern Mink Sets..... 67.50, 97.50, 125.00, 150.00, 175.00

Select your Christmas piano or player-piano NOW. Upon the payment of Five dollars, the instrument you select will be held for delivery, if you wish, until Christmas week. In the meantime you may make your weekly payments or wait until the piano is delivered—as you prefer.

O'NEILL-ADAMS Co.

In New York's Shopping Centre

Sixth Avenue, 20th to 22d Street

The pianos for this co-operative sale were personally selected at the factory by Mr. C. Alfred Wagner, President of the Esplanade Co., and upon arrival are being tested and inspected by Mr. Nathan Franko, for years Conductor and Concertmaster Metropolitan Opera Company.

Take Notice

With the exception of Wednesday and Thursday evenings of this week, our Piano and Victrola departments are remaining open until 9:30 o'clock. This done for the convenience and at the request of many who find it difficult to come in during the day. Come to the 6th Avenue and 22d Street entrance ONLY and take elevators to the 6th floor.

Don't delay any longer if you want one of these pianos

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IT'S all over. By the time this ad reaches you the last piano originally apportioned to us for this great co-operative sale will have been sold. A few *may remain*—and possibly *eight or ten* of the *player-pianos*. But these will be snapped up in the morning.

After that we will take orders until the close of business on Monday evening, next. *This is a concession to belated buyers.*

It was the original intention for us to sell seven hundred pianos and three hundred player-pianos on this wonderful plan. But the sale simply *ran away with us*. Large as it was, gigantic as was its scope, its success was so *spontaneous* that we are practically *sold out* to-day. In all our estimates we had fully expected the sale to take two weeks longer.

So we say that "booking orders" for later delivery is a concession to belated buyers. We, ourselves, know a number of persons who fully intended taking advantage of the sale, and who, for one reason or another, have been prevented from doing so. This still gives them the opportunity.

We wish to be understood, however: The sale will *positively close Monday evening* (9.30 to 10 o'clock). After that time no more orders for these pianos or player-pianos *will be received* at these prices, upon these terms or upon these same conditions of sale. Until that time orders will be received and filled in the order taken. All instruments thus ordered will be personally selected by Mr. Wagner and tried and inspected by Mr. Nathan Franko after they arrive. All instruments thus ordered will be subject to the same conditions of sale as though you were selecting one from our warehouses; even to the privilege of a 30 days' trial and *giving you your money back* if you are not satisfied.



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\$5 is all it takes to start you

No firm or combination of interests can afford to sell pianos like these *continuously* upon these terms. No house could go on from day to day, month in and month out, and give such liberal conditions of sale. The *profits are too small*—and no house can continue in business unless it makes *some* profit. In our first announcement we likened this sale to an "excursion." And as it has been like an "excursion" in its economies, so it is in the fact that railroad companies can not run excursions continuously. They have to charge *full fare* most of the time.

Tomorrow, Friday, Saturday, and up to Monday night, you can take advantage of this extraordinary opportunity by making a small initial payment of five dollars. You can secure a piano for two hundred and forty-eight dollars and seventy-five cents, worth *three hundred and fifty dollars*, or a player-piano for three hundred and ninety-five dollars, worth *five hundred and fifty dollars*. You start to own and enjoy your instrument then and there—or as soon as it arrives, if it has to be ordered for you. The balance you pay so as not to be a strain upon the flattest purse (one dollar and twenty-five cents a week, if you take a piano, or two dollars a week if you take a player-piano) while you secure conditions which you yourself must say can never again be equalled for liberality. You had better benefit by this opportunity by placing your order with us before Monday night—to be delivered when you wish.

O'NEILL-ADAMS Co.

Sixth Avenue, 20th, 21st and 22d Streets
Main Building—Fifth Floor—Take 22d Street Elevators.

Remember, player-pianos can also be obtained upon same conditions

Three hundred player-pianos are also being sold on this co-operative plan.

The usual price of these player-pianos is five hundred and fifty dollars each.

The *co-operative price* is three hundred and ninety-five dollars with *NO INTEREST* to be added.

The player-piano will also be delivered immediately upon the payment of five dollars.

The payments are two dollars a week—giving you one hundred and ninety-five weeks' time in which to make your payments—the same as on the piano. The same unconditional guarantee that is given on the piano is given on the player-piano.

You can also get your money back at any time within thirty days. You get the same privilege of exchanging within a year as that given with the piano.

All of the unpaid balances are voluntarily cancelled in event of death.

Also, a player-piano bench and nine rolls of music (your own selection) are included without extra charge.

An arrangement will be made with each purchaser whereby new player rolls can be procured at a cost of *only five cents a roll*.

These player-pianos are standard 88 note players; that is, they play every note on the piano when the music roll is in motion.

These player-pianos have an automatic shifter, which compels the music to play perfectly. Most player-pianos sold at from two hundred to two hundred and fifty dollars more than these *will not play perfectly*. These player-pianos have lead tubing. Most player-pianos have rubber tubing. *The life of rubber is one year—at most. Lead lasts forever.* It cannot wear out and the tubing in these player-pianos is so placed it cannot be broken.

All of the features of the co-operative plan are carried out in offering the player-pianos, with the *single exception* that the terms on the player-piano are two dollars a week instead of—as on the piano—one dollar and twenty-five cents a week.